

## IN THE CLAIMS

Please amend claims 1, 23 and 45 as follows:

1. (CURRENTLY AMENDED) A computer-implemented method for identifying and distinguishing words contained within an electronic message, comprising the steps of:

(a) creating and reading electronic messages in an electronic messaging application, ~~performed executed~~ by a computer, wherein the electronic messaging application sends an electronic message from an originator to a recipient via a network, and the electronic messaging application identifies and distinguishes certain words that are contained within the electronic message by performing the steps of:

(1) comparing message terms in an electronic message to significant terms stored by the computer in an online registry to identify any of the message terms in the electronic message that match the significant terms stored in the online registry; and

(2) making alterations to the electronic message to identify the matched message terms and to indicate their significance to a reader, wherein the alterations are made by the electronic messaging application when the electronic message is authored by its originator or received by its recipient.

2. (CANCELED)

3. (CANCELED)

4. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the significant terms are determined based upon a reader profile wherein the electronic message is altered when received.

5. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the significant terms are determined based upon an author profile wherein the electronic message is altered when authored.

6. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the matched message terms are identified based upon a reader profile wherein the electronic message is altered when received.

7. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the matched message terms are identified based upon an author profile wherein the electronic message is altered when authored.

8. (ORIGINAL) The method of claim 1, further comprising the step of collecting and storing significant terms in the online registry.

9. (ORIGINAL) The method of claim 8, wherein the step of collecting and storing comprises a user selecting significant terms.

10. (ORIGINAL) The method of claim 8, wherein the step of collecting and storing comprises importing significant terms.

11. (ORIGINAL) The method of claim 10, wherein significant terms are imported from an address book.

12. (ORIGINAL) The method of claim 10, wherein significant terms are imported from a database.

13. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the significant terms comprise names of people, product terms or key words in a user's field.

14. (PREVIOUSLY PRESENTED) The method of claim 1, wherein making alterations to the electronic message comprises making the matched message terms a different color.

15. (PREVIOUSLY PRESENTED) The method of claim 1, wherein making alterations to the electronic message comprises making the matched message terms a different font effect.

16. (PREVIOUSLY PRESENTED) The method of claim 1, wherein making alterations to the electronic message comprises making the matched message terms a different font type.

17. (PREVIOUSLY PRESENTED) The method of claim 1, wherein making alterations to the electronic message comprises inserting an object into the electronic message near the matched message term.

18. (PREVIOUSLY PRESENTED) The method of claim 17, wherein the object comprises an image, a sound file, an icon, a link or a video.

19. (PREVIOUSLY PRESENTED) The method of claim 1, wherein making alterations to the matched message terms is performed according to a user setting.

20. (ORIGINAL) The method of claim 19, wherein the significant terms are categorized and the user setting is based upon a category of the significant term.

21. (ORIGINAL) The method of claim 1, further comprising the step of displaying the electronic message if the end of the electronic message has been reached.

22. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the making step further comprises the step of querying a user before making alterations to the electronic message.

23. (CURRENTLY AMENDED) A computer-implemented apparatus for identifying and distinguishing words contained within an electronic message, comprising:

(a) an electronic messaging application, ~~performed~~ executed by a computer, for creating and reading electronic messages, wherein the electronic messaging application sends an electronic message from an originator to a recipient via a network, and the electronic messaging application identifies and distinguishes certain words that are contained within the electronic message by performing the functions of:

(1) an electronic message processor for comparing message terms in an electronic message to significant terms stored by the computer in an online registry to identify any of the message terms in the electronic message that match significant terms stored in the online registry; and

(2) an electronic message editor for making alterations to the electronic message to identify the matched message terms and to indicate their significance to a reader, wherein the

alterations are made by the electronic messaging application when the electronic message is authored by its originator or received by its recipient.

24. (CANCELED)

25. (CANCELED)

26. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein the significant terms are determined based upon a reader profile wherein the electronic message is altered when received.

27. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein the significant terms are determined based upon an author profile wherein the electronic message is altered when authored.

28. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein the matched message terms are identified based upon a reader profile wherein the electronic message is altered when received.

29. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein the matched message terms are identified based upon an author profile wherein the electronic message is altered when authored.

30. (ORIGINAL) The apparatus of claim 23, further comprising a term collection module for collecting and storing the significant terms in the online registry.

31. (ORIGINAL) The apparatus of claim 30, wherein collecting and storing comprises a user selecting significant terms.

32. (ORIGINAL) The apparatus of claim 30, wherein collecting and storing comprises importing significant terms.

33. (ORIGINAL) The apparatus of claim 32, wherein significant terms are imported from an address book.

34. (ORIGINAL) The apparatus of claim 32, wherein significant terms are imported from a database.

35. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein the significant terms comprise names of people, product terms or key words in a user's field.

36. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein making alterations to the electronic message comprises making the matched message terms a different color.

37. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein making alterations to the electronic message comprises making the matched message terms a different font effect.

38. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein making alterations to the electronic message comprises making the matched message terms a different font type.

39. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein making alterations to the electronic message comprises inserting an object near the matched message term.

40. (PREVIOUSLY PRESENTED) The apparatus of claim 39, wherein the object comprises an image, a sound file, an icon, a link or a video.

41. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein making alterations to the electronic message is performed according to a user setting.

42. (ORIGINAL) The apparatus of claim 41, wherein the significant terms are categorized and the user setting is based upon a category of the significant term.

43. (ORIGINAL) The apparatus of claim 23, further comprising the step of displaying the electronic message if the end of the electronic message has been reached.

44. (PREVIOUSLY PRESENTED) The apparatus of claim 23, wherein the electronic message editor further comprises means for querying a user before making alterations to the electronic message.

45. (CURRENTLY AMENDED) An article of manufacture comprising a program storage device embodying logic for instructions that, when read and executed by a computer, result in the computer performing a computer-implemented method for identifying and distinguishing words contained within an electronic message, comprising the steps of:

(a) creating and reading electronic messages in an electronic messaging application, ~~performed~~ ~~executed~~ by [[a]] ~~the~~ computer, wherein the electronic messaging application sends an electronic message from an originator to a recipient via a network, and the electronic messaging application identifies and distinguishes certain words that are contained within the electronic message by performing the steps of:

(1) comparing message terms in an electronic message to significant terms stored by the computer in an online registry to identify any of the message terms in the electronic message that match the significant terms stored in the online registry; and

(2) making alterations to the electronic message to identify the matched message terms and to indicate their significance to a reader, wherein the alterations are made by the electronic messaging application when the electronic message is authored by its originator or received by its recipient.

46. (CANCELED)

47. (CANCELED)

48. (PREVIOUSLY PRESENTED) The article of claim 45, wherein the significant terms are determined based upon a reader profile wherein the electronic message is altered when received.

49. (PREVIOUSLY PRESENTED) The article of claim 45, wherein the significant terms are determined based upon an author profile wherein the electronic message is altered when authored.

50. (PREVIOUSLY PRESENTED) The article of claim 45, wherein the matched message terms are identified based upon a reader profile wherein the electronic message is altered when received.

51. (PREVIOUSLY PRESENTED) The article of claim 45, wherein the matched message terms are identified based upon an author profile wherein the electronic message is altered when authored.

52. (ORIGINAL) The article of claim 45, further comprising the step of collecting and storing significant terms in the online registry.

53. (ORIGINAL) The article of claim 52, wherein the step of collecting and storing comprises a user selecting significant terms.

54. (ORIGINAL) The article of claim 52, wherein the step of collecting and storing comprises importing significant terms.

55. (ORIGINAL) The article of claim 54, wherein significant terms are imported from an address book.

56. (ORIGINAL) The article of claim 54, wherein significant terms are imported from a database.

57. (PREVIOUSLY PRESENTED) The article of claim 45, wherein the significant terms comprise names of people, product terms or key words in a user's field.

58. (PREVIOUSLY PRESENTED) The article of claim 45, wherein making alterations to the electronic message comprises making the matched message terms a different color.

59. (PREVIOUSLY PRESENTED) The article of claim 45, wherein making alterations to the electronic message comprises making the matched message terms a different font effect.

60. (PREVIOUSLY PRESENTED) The article of claim 45, wherein making alterations to the electronic message comprises making the matched message terms a different font type.

61. (PREVIOUSLY PRESENTED) The article of claim 45, wherein making alterations to the electronic message comprises inserting an object near the matched message term.

62. (PREVIOUSLY PRESENTED) The article of claim 61, wherein the object comprises an image, a sound file, an icon, a link or a video.

63. (PREVIOUSLY PRESENTED) The article of claim 45, wherein making alterations to the electronic message is performed according to a user setting.

64. (ORIGINAL) The article of claim 63, wherein the significant terms are categorized and the user setting is based upon a category of the significant term.

65. (ORIGINAL) The article of claim 45, further comprising the step of displaying the electronic message if the end of the electronic message has been reached.

66. (ORIGINAL) The article of claim 45, wherein the making step further comprises the step of querying a user before making alterations to the electronic message.